## What is claimed is:

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- 1. A lighting levice having a selectably changeable shape.
- The lighting device according to claim 1, comprising:

  a flexible lighting element; and
  an adjustable shape-retaining element coupled to said flexible lighting element.
- 3. The lighting device according to claim 2, wherein said adjustable shape-retaining element is integrally formed with said flexible lighting element.
  - 4. The lighting device according to claim 3, wherein:
    said flexible lighting element includes a plurality of tiny light bulbs
    molded in a plastic tube; and
    said adjustable shape-retaining element is molded in said plastic tube.
  - 5. The lighting device according to claim 1, further comprising:
    a translucent flexible covering coupled about said flexible lighting element.
  - 6. The lighting device according to claim 5, wherein said flexible covering is transparent.
  - 7. The lighting device according to claim 1, comprising a flexible lighting element mounted in a translucent, flexible covering, said flexible covering including an adjustable shape-retaining element.

- 8. The lighting device according to claim 7, wherein said flexible covering is transparent.
- 9. The lighting device according to claim 2, wherein said flexible lighting element includes a rope light.
- 10. The lighting device according to claim 2, wherein said adjustable shape-retaining element is a metal wire.
- 11. The lighting device according to claim 7, wherein said adjustable shape-retaining element includes shapeable wires incorporated in at least part of said flexible covering.
  - 12. A method for providing a selectably changeable shape lighting device, the method comprising coupling an adjustable shape-retaining element to a flexible lighting element.
    - 13. The method according to claim 12, wherein said step of coupling includes integrally forming said adjustable shape-retaining element with said flexible lighting element.
    - 14. The method according to claim 12, further comprising: mounting the flexible lighting element in a translucent flexible covering.
- 25 15. The method according to claim 13, further comprising: mounting the flexible lighting element in a translucent flexible covering.
  - 16. The method according to claim 14, wherein said flexible covering is transparent.

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- 17. The method according to claim 15, wherein said flexible covering is transparent.
- 18. The method according to claim 14, wherein the step of coupling includes incorporating an adjustable shape-retaining element in the flexible covering.

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19. The method according to claim 15, wherein the step of coupling includes incorporating an adjustable shape-retaining element in the flexible covering.